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ECONOMIC ABSTRACTS

SEMI-MONTHLY REVIEW OF ABSTRACTS ON ECONOMICS,
FINANCE, TRADE, INDUSTRY, FOREIGN AID, MANAGEMENT,
MARKETING, LABOUR

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ECONOMIC ABSTRACTS

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3 SOCIAL SCIENCES

327 FOREIGN POLITICS, INTERNATIONAL POLITICS

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(73) (85) 327

DYE, R.W. Peru, the United States, and hemisphere relations. 19 p. A4 (Inter-American economic affairs, Washington, no. 2, autumn, 1972, p. 69).

Relation of Peru's "revolution" to U.S. policy and hemisphere issues. In spite of need to stand up to Uncle Sam from time to time, therefore, Peru gives every appearance of being ready to be responsive to U.S. For its part U.S. has seemed in recent months to signal a growing tolerance of Peruvian social (if not always economic) experiments. Lessons to be drawn from the current U.S. - Peruvian case which may be of general use in assessing the present and future state of hemisphere relations. Peru's preoccupation with internal change and development. Implications for U.S. policy. T 2180

330 THEORETICAL ECONOMICS

330 34

VUARDEL, R. Les propriétés de la relation de substitution et la délimitation des marches par la théorie économique et la jurisprudence. 30 p. A5 (Revue d'économie politique, Paris, no. 4, juillet/août, 1972, p. 646. Abn. Lit. opg.).

Le but de cette étude est de tenter une formalisation de la relation de substitution qu'économistes et juristes utilisent pour fixer les limites des marches. La relation de substitution. Les marches a relations symétriques et asymétriques de substitution. Les relations asymétriques de substitution et les marches quasi sepaes. Transitive et chaînes de substitutes et de marches. La vocation variable des substitutes. T 2181

330.123.6 SERVICES

330.123.6

LOBSTEIN, J. Les services; quelques aspects de leur économie et de leur organisation. 13 p. A5 (Analyse et prevision, Paris, no. 6, décembre, 1972, p. 1435).

L'auteur étudie les nouveaux aspects d'organisation sociale,

notamment les services et discute le problème des valeurs. Maints aspects très visibles des formes modernes de service ne sont pas autre chose que l'application de la simplification du travail. Le libre service, Services inutiles. Dans le domaine des services, il faut substituer une forme d'étude cout-utilité au calcul du prix de revient traditionnel. Cout de l'avenir. L'exemple du travail temporaire. Artisanat et carrières. La pesanteur effroyable de l'imitation sociale a laquelle cede le Français qui a la reputation d'individualiste. T 2182

331 LABOUR, LABOUR ECONOMICS

331.2 WAGES

(44) 331.2

PADIEU, R. Les bas salaires (France). 13 p. A4 (Economie et statistique, Paris, no. 39, novembre, 1972, p. 17. Tabn.).

L'actualité sociale en France met l'accent sur la question des plus bas salaires et de leur revalorisation. Le niveau repere de 1000 F par mois a été pris, et des évaluations très diverses ont été avancées sur le nombre de salariés gagnant moins que ce seuil. Le salaire minimum depuis 1950. Sur la base de la durée effective, on trouve entre deux millions et deux millions et demi de salariés dont le salaire brut mensuel est inférieur à 1000 F en juillet 1972. Sur ce nombre, 1,6 million travaillent dans l'industrie, le commerce et les services, secteurs pour lesquels une analyse plus détaillée est présentée. L'effectif des détaillés est présentée. L'effectif des salariés au-dessous de 1000 F est ainsi ventilé suivant l'activité et la taille de l'entreprise, selon la région, selon l'âge et la situation de famille du salarié. T 2183

(5/9) 331.2 331.6 35,078,5

ODLE, M. A note on the share of wages and choice of labour subsidy in labour surplus economies. 10 p. A5 (Caribbean Studies, no. 1, April, 1972, p. 89. Tabn.).

In labour surplus economies, subsidies can be used in a discriminatory manner. A labour subsidy can be used (instead of capital allowances) to encourage the modern sector to be less ultra modern. Share of wages in bauxite-alumina and manganese industries, Guyana, and in the sugar industry. Possibilities of substituting labour for capital. The three possible methods of directly subsidizing the employment of labour. T 2184

(44) 331.2 331.81

BERNARD-BECHARIES, J.-F. L'arbitrage entre salaire et temps libre; une application de l'analyse d'indifférence (France). 19 p. A5 (Consommation, Paris, no. 3, juillet/septembre, 1972, p. 69. Grafn.).

Rémunération horaire et préférence pour le temps libre. Courbes d'indifférence et arbitrage fondamental. La relation entre l'arbitrage fondamental et le choix entre "plus de temps libre" et "plus de salaire". Comparaison entre les résultats des enquêtes C.R.E.D.O.C. et I.N.S.E.E.

T 2185

331.6 EMPLOYMENT, LABOUR MARKET

See also: T 2184

(45) 331.6 631.37 711.2

BARBERO, G. Agricultural mechanisation and employment in Southern Italy. 30 p. A5 (International labour review, Geneva, no. 5, November, 1972, p. 415. Grafn. Lit. opg. Tabn.).

Agricultural development, mechanisation and employment in the past 2 decades. Tractor density. Productivity in agriculture. Average power per agricultural worker. Participation of hired workers in the employed agricultural labour force. Rapid increase in tractor numbers. Other power-driven equipment. Degree of mechanisation and labour inputs. Average yearly labour inputs per hectare and per farm. Share of regularly employed and irregularly employed hired workers in total number of work days by type of tenure. Seasonal employment and mechanization. Seasonal oscillations in agricultural employment.

T 2186

(729) 331.60 339.23 633.61

CORTEN, A. Sous-emploi et unités budgétaires familiales dans l'économie sucrière des Antilles. 17 p. A5 (Caribbean Studies, Puerto Rico, no. 1, April, 1972, p. 15. Bibliogr. Tabn.).

Comment la structure de l'emploi de l'activité sucrière, et en particulier le chômage saisonnier qui en résulte, conditionnent-ils le sous-emploi urbain dans son existence et dans ses caractéristiques sociales. Mode d'organisation de l'économie sucrière. Comportements sociaux dans les campagnes. Sous-emploi urbain et économie sucrière. Les formes sociales du sous-emploi urbain. L'organisation de l'unité budgétaire familiale évaluée en chances de développement.

T 2187

331.882 EMPLOYERS' ORGANIZATIONS

(44) 331.882

OECHSLIN, J.-J. The role of employers' organisations in France. 23 p. A5 (International labour review, Geneva, no. 5, November, 1972, p. 391. Lit. opg.).

The author examines the various social functions of the employers' organisations in France. The beginning of the employers' organisations. The defense of the concerns. Representational role of the employers' movement. Internal organisation of the branch of activity. Main fields of action: employment policy, vocational training, conditions of work, the improvement of labour relations in the undertaking, profit sharing and their international activities.

T 2188

332 BANKING, CURRENCY, FINANCE

See also: T 2240

332.1 BANKING, BANKS

(437) 332.1 332.4.001.7

POTÁČ, S. Die Rolle des Banksystems in der Volkswirtschaft der C.S.S.R. 8 p. A5 (Oesterreichische Osthefte, Wien, no. 4, Oktober, 1972, p. 349).

Vortrag des Präsidenten der Tschechoslowakischen Staatsbank. Allgemeine Prinzipien des sozialistisch ökonomischen Systems. Politische und ökonomische Massnahmen in 1969. Organisationsstruktur des Bank- und Finanzsystems. Tätigkeit und Rolle der Staatsbank. Kreditfonds, Kreditplan, Auslandskreditbeziehungen.

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HINNEMAN, A. Information de gestion pour le secteur bancaire. 14 p. A5 (Revue de la banque, Bruxelles, no. 7, 1972, p. 614. Fign. Tabn.).

L'auteur expose les grandes lignes d'un système d'informations financières. Objectifs et structure du système. Contrôle des dépenses par centre de responsabilité. Contrôle des dépenses par type d'activité du personnel. Contrôle des coûts par type de service rendu. Contrôle des dépenses par projet. Contrôle de la rentabilité par centre de profit, par type de service, par client ou groupe de clients. Système de comptabilité générale. Système-

(540) 332.12 338.01 338.972 339.3
KARKAL, G.L. Alternative approach for lead bank survey (India).
14 p. A5 (Artha vijana, Bombay, September, 1972, p. 259. Tab.).

The purpose of this article is to focus the attention of the Indian lead banks on the objectives of their surveys, and to make suggestions concerning the collection and the utilization of data, with an example. I. Origins of the Lead Bank Scheme which gave concrete shape to the "area approach" for development. Functions of a lead bank, and their implications for data collection. The author suggests that part of a survey should consist in the construction of an input-output table for the region. II. An actual case in which an input-output table is prepared from a lead bank survey report (Nalgonda District). The extent to which it fulfils the objectives. T 2191

(73) 332.13 658.112.3
RECENT activities of foreign branches of U.S. banks, 11 p. A4
(Federal reserve bulletin, Washington, no. 10, October, 1972, . 855. Grafn.).

General view and data of the rapid expansion in the financial activities of U.S. banks (also small and medium-sized) abroad. The assets of 7,5 billion dollars in mid-1965 grew to 70 billion dollars in June 1972. Marked shifts in sources and uses of the funds. Net supply of funds to head offices. Transactions. Important implications for international capital mobility. T 2192

332.2 SAVINGS, SAVINGS BANKS

(44) 332.2
FONCTIONS contradictoires, Les, de l'épargne; par C. Detourbet, P. Lanco, N. Campion, e.a. (France). 43 p. A5 (Economie et humanisme, Caluire, no. 208, novembre/décembre, 1972, p. 2. Grafn. Lit. opg. Tabn.).

Epargne et investissement. Epargne et société de consommation. Epargne et inflation. C. Detourbet et P. Lanco. L'épargne et le patrimoine des ménages. L'épargne des ménages. Structure du patrimoine par catégories socio-professionnelles. N. Campion. La politique de l'épargne de 1960 à 1970. La diversification des placements. Les incitations fiscales. Evolution des taux de ren-

dement bruts de l'épargne liquide et à court terme. D. Tulasne. Petit guide de l'épargnant. A. Cedel. Des notaires pour quoi faire. Ph. Crepa. Epargne et politiques de l'épargne. P. Jérôme. Epargne et investissement dans le programme commun de la gauche. T 2193

332.4.001.7 MONETARY POLICY
See also: T 2189, T 2219

(417) 332.4.001.7
MONETARY developments in Ireland, 15 p. A5 (Central bank of Ireland, Quarterly bulletin, Dublin, Autumn, 1972, p. 23. Grafn. Lit. opg. Tabn.).

Percentage changes in monetary aggregates. Consolidated balance sheet of the banking system. Increases in monetary savings. Domestic deposits placed with financial institutions. Total domestic lending by financial institutions. Composition of bank lending. Interest rates. Movements in selected interest rates. Money market, capital market. Balance of payments. T 2194

332.402 MONEY

(540) 332.402 330.115 332.571.2
RAO, P.R., and Balbir Singh. Price stability and monetary expansion; an empirical study (India). 8 p. A5 (Artha vijana, Bombay, June, 1972, p. 177).

An attempt to explain and quantify the rising price level, and to indicate the rate of expansion in money supply given the rates of growth in agriculture and industrial production and the velocity of circulation of money supply such that price stability is maintained. Data are furnished by the Indian wholesale price index as a dependent variable that is a proxy for the general price level, the variables are the Indian industrial production, agricultural production, money supply and velocity of circulation. The analysis was carried out by using the long-linear regression technique. The results. T 2195

332.402.2 330.115 330.180
GRANDMONT, J.M., and Y. Younes. On the role of money and the existence of a monetary equilibrium, 18 p. A5 (The Review of economic studies, Edinburgh, no. 119, July, 1972, p. 355. Lit.

opg.).

The authors consider a representative trader and study his short run behaviour in any period, as well as his long run demand for consumption and money balances when he is faced by a constant price system. A. prove the existence of a short run market equilibrium, of a stationary market equilibrium, the validity of the quantity theory and the asymptotic validity of the classical dichotomy. A. consider the limit case where the traders do not discount future consumption and make use of the "overtaking" criterion.

T 2196

332.422,2 : 332.453,2 INTERNATIONAL LIQUIDITY
See also: T 2252

332.422,2 : 332.453,2

SME TS, F.A. Reflexions sur la réforme du système monétaire international, 17 p. A5 (Revue de la banque, Bruxelles, no. 7, 1972, p. 571).

Système monétaire et stabilité, hier et aujourd'hui. Stabilité monétaire et plein emploi. L'équilibre monétaire est d'abord une question politique. Le choix d'une contrainte. Analyse de ce qui pourrait être substituée au régime d'aujourd'hui qui est devenu celui d'un "étalon-dollar". La consolidation de la situation actuelle. L'Union monétaire européenne. Les mouvements de capitaux: le problème macro-économique; le problème de la balance commerciale. Les investissements directs à l'étranger. Les Euro-dollars. Les investissements de portefeuille. L'aide à l'étranger.

T 2197

332.453 INTERNATIONAL EXCHANGE. INTERNATIONAL PAYMENTS

(52) (73) 332.453 382

HABERLER, G. Some observations on the Japanese-American economic relations, 13 p. A5 (Banca nazionale del Lavoro. Quarterly review, Roma, no. 102, September, 1972, p. 284. Lit. opg.).

The author's general position is that of a free trader. The specific problems he gives his comments on are international monetary arrangements - the yen and the dollar -, possible adverse effects of a decumulation of reserves, methods to stop reserve accumulation, convertibility of the dollar, trade problems.

T 2198

332.453,4 FOREIGN CREDITS, INVESTMENTS, LOANS
See also: T 2214

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RQLL, E. Les mouvements internationaux de capitaux: passé, présent et avenir, 12 p. A5 (Revue de la banque, Bruxelles, no. 7, 1972, p. 636).

Contrôle des mouvements de capitaux à court terme. Analyse des arguments avancés en faveur du contrôle des flux de capitaux à court terme dans l'intérêt d'objectifs de politique plus larges. La question de savoir dans quelle mesure il y a lieu de craindre que ces flux aient sur la politique intérieure une influence défavorable. La question de savoir dans quelle mesure la banque centrale est disposée à voir fondre ou se gonfler ses réserves par suite de flux à court terme quel qu'en soit l'effet possible, ou inéluctable, sur la politique intérieure.

T 2199

(45) (73) 332.453,4

BODDEWYN, J.J., and D.D. Grosser. American direct investment in Italy; distribution, profitability and contributions, 17 p. A4 (Banca di Roma. Review of the economic conditions in Italy, Roma, no. 5, September, 1972, p. 362. Lit. opg. Tabn.).

Research results are given in many short tables with a running commentary. The American subsidiaries were concentrated in pharmaceuticals, computers and petroleum-refining, with service-firms gaining importance. Geographically the emphasis is mainly on Northern Italy, but this is changing. The profitability was lower than in other E.E.C. countries-partly on account of tax-practices, and of transfer-pricing strategies of petroleum firms. The firms have contributed new technologies and jobs, and helped the balance of payments. The formula which was used to calculate the balance-of-payments contribution is given, as are the sources for the other data.

T 2200

(540) 332.453,4

INDRA DEV GUPTA. A new look towards overseas investment in India, 9 p. A5 (Artha vijñana, Bombay, June, 1972, p. 122. Graf. Lit. opg.).

A national economy stands to gain from capital imports if the value added by the foreign capital is greater than the amount appropriated by the foreign investor. This benefit may accrue to local factors of production in the form of higher real income.

es or increased employment, to consumers in the form of lower prices, and to governments in terms of higher tax revenue. It is up to the developing nation to institute the proper policies to get the maximum contribution to development out of foreign investment. The Indian experience in this and the last century. Colonialism, Monopolistic firms, Fiscal policy. T 2201

(73) 332,453.4 332,453.2 629,113
ADLER, M., and G.C. Hufbauer. On balance-of-payments pay-back periods, 11 p. A5 (Journal of business, Chicago, no. 3, July, 1972, p. 416. Lit. opg. Tabn.).

A critique on G.E. Makinen's: the "pay-off" period of direct foreign investment by the United States automotive industry. (Journal of business, no. 4, October, 1970, p. 395; See: R 2648). With a comment by Makinen of about the same length, the authors question the usefulness of single-industry pay back computations for national policy purposes, and argue that certain assumptions in Makinen's approach vitiate his numerical results. The substitution question, Makinen comments that his article was not directed at national policy, and concentrates on the methodological criticism. T 2202

(7/8-6) 332,453.4 658,112.3
SUNKEL, O. Big business and "dependencia"; a Latin American view, 15 p. A5 (Foreign affairs, New York, no. 3, April, 1972, p. 517).

Economic nationalism in Latin America. Foreign factors are seen not as external but as intrinsic to the system, with manifold and sometimes hidden or subtle political, financial, economic, technical and cultural effects. Import-substituting industrialization after World War II. Greatly extended role of the state. The large expansion of the U.S. multinational corporation in Latin America. Negative effects of foreign investment. Massive penetration of subsidiaries of foreign firms. Crisis of the nationstate. T 2203

332,571.2 INFLATION
See also: T 2195

(430.1) 332,571.2 332,815
SIEBKE, J., und M. Williams. Inflation und Zinsniveau (Westdeutschland), 6 p. A4 (Wirtschaftsdienst, Hamburg, no. 11,

November, 1972, p. 577. Grafn. Lit. opg.).

Gibson-Paradoxon, Der Einfluss von erwarteten Geldwertänderungen. Liquiditätseffekt einer expansiven Geldpolitik. Einschränkung für das Wirksamwerden des Liquiditätseffektes. Zinsanstieg durch den Einkommenseffekt. Erhöhung des Zinsniveaus durch die erwartete Inflationsrate. Die Determinanten des Zinsniveaus, Zinsniveau und Preisniveau, Nominalzins und Realzins. T 2204

(42) 332,571.2 351,82
LAIDLER, D. The current inflation - explanations and policies (U.K.), 16 p. A5 (Westminster bank review, London, November, 1972, p. 6. Grafn. Lit. opg.).

This article is the text of the 1972 Lister Lecture. The author argues that the post 1969 U.K. experience does not contradict the orthodox view that inflation is caused by excess demand. In this case the importance expectations can play in the orthodox view should be stressed, as should the role of the world at large, particularly the U.S.A. Conclusion: traditional demand policies are capable of dealing with inflation provided they are coordinated with policy towards the exchange rate. T 2205

332,572.2 DEVALUATION

(680) 332,572.2 338,97
BOTHA, D.J.J. Some thoughts on devaluation (South Africa), 12 p. A5 (The South African journal of economics, Johannesburg, no. 3, September, 1972, p. 197. Lit. opg.).

A presidential address to the Economic Society of South Africa. Some thoughts on the 1971 devaluation of the Rand. Disappointed by the paucity of objective analyses by professional economists of the single most important event in South Africa in recent years, the author makes an effort to clear his mind on the subject. Background: The 1947 Sterling and 1971 Dollar devaluations. Essential features of the economy: goldmines, high growth tempo, a broad base of unskilled labour. The reasons the government stated for the devaluation are examined. Improvement of the balance-of-payments. Stimulation of economic growth. The author remains sceptic. T 2206

332,615 STOCK EXCHANGE QUOTATION

(42) (430.1) (52) (73) 332,615

AGMON, T. The relations among equity markets: a study of share price co-movements in the U.S., U.K., Germany and Japan, 17 p. A5 (Journal of finance, Worcester, no. 4, September, 1972, p. 839. Graf, Lit. opg. Tabn.).

The gains from diversification in a segmented market. The concept and the estimation of capital asset risk in a multinational capital market. The relations among the national equity markets: U.S., U.K., Germany and Japan. The price of risk in the four-country equity market. The simultaneity of price changes in the multinational equity market. The author concludes that despite the seeming barriers in the multinational equity market, there exists a substantial amount of relationship among the four equity markets of the sample. T 2207

332,67 CAPITAL INVESTMENT, INVESTMENT POLICY See also: T 2225

332,67 330.115 658.155

BLACK, F. Capital market equilibrium with restricted borrowing, 12 p. A5 (Journal of business, Chicago, no. 3, July, 1972, p. 444. Lit. opg.).

One of the assumptions of a certain model describing the pricing of capital assets under conditions of market equilibrium is that an investor may take a long or short position of any size in any asset, including the riskless asset, and borrow or lend any amount at the riskless rate. The author aims to show that the relaxation of this assumption can give models that are consistent with the empirical results obtained by Pratt, Friend and Blume, Miller and Scholes, and Black, Jensen and Scholes which did not agree with the original model. T 2208

332,67 658.155

ROBICHEK, A.A., R.A. Cohn and J.J. Pringle. Returns on alternative investment media and implications for portfolio construction, 17 p. A5 (Journal of business, Chicago, no. 3, July, 1972, p. 427. Graf, Lit. opg. Tabn.).

After a review of prior work in the area of portfolio construction which focuses on common stocks and the riskless rate of return, this paper computes ex post rates of return and corre-

lation coefficients for 12 alternative investment media for the period 1949-1969 and analyzes the implications of the results for portfolio construction. The findings show considerable variation in mean ex post returns and correlation coefficients among the various media. (Common stocks, Bonds, Farm real estate, Commodity futures). Methodological details. T 2209

333 LAND AND PROPERTY, REAL ESTATE

333,013 LANDOWNERSHIP

333,013 711.4

BERNARD, Ph.J. Le problème foncier et l'aménagement social, 39 p. A5 (Analyse et prevision, Paris, no. 6, decembre, 1972, p. 1395).

Propriété et développement urbain. Les fonctions ou usages et les facteurs de la formation des prix des terrains. Mouvement des prix et structure de la ville. Quelques conclusions concernant les effets, sur les prix des terrains, des différents types de structure de la ville et des différents comportements et choix possibles en matière de politique d'urbanisme. Des solutions au problème foncier: l'impôt foncier, la municipalisation des sols, la location des sols, autres propositions. T 2210

333,32 HOUSING PROBLEMS

(485) 333,32

RYDENFELT, S. Swedish housing policy, 1942-1972; history and analysis, 10 p. A5 (Skandinaviska banken. Quarterly review, Stockholm, no. 3, 1972, p. 88. Tabn.).

The introduction of rent control in Sweden in 1942. Growth of the housing shortage. Development of the housing shortage in Malmö, 1940-1971. Dwellings and population, 1940-1970. Housing and population. Price elasticity of housing demand. Housing production-gross and net. In order to cope with the threatening construction crisis, the Swedish authorities are being forced to remove the restrictions on one-family house construction, which in turn leads to a flight from apartments and to still more growing reserves. T 2211

336 PUBLIC FINANCE

336.2,026.3 TAXES, FISCAL POLICY

336.2,026.3

MANN, F.K. Der Interpersonale und der strukturelle Ausgleich der Steuerlast, 11 p. A5 (Zeitschrift für Wirtschafts- und Sozialwissenschaften, Berlin, no. 4, 1972, p. 393, Lit. opg.).

Steuergerechtigkeit und Steuernerutralität. Der Autor untersucht wie eine Steuerverteilung herbeigeführt werden kann, bei der Bürger A eine relativ gleiche Bürde trägt wie seine Mitbürger B und C, mithin ein "interpersonaler Ausgleich der Steuerlast" stattfindet. Der individual-psychologische Ansatzpunkt. Das wohlfahrtsökonomische Ansatzpunkt. Der strukturpolitische Ansatzpunkt. (Summary in English). T 2212

337 PROTECTION AND FREE TRADE

337.3 : 382.1(100) WORLD TRADE CONFERENCE

337.3 : 382.1(100)

GONZALEZ, H. Unctad III; beggar's opera; the bureaucrats overreach, 17 p. A5 (Inter-American economic affairs, Washington, no. 2, autumn, 1972, p. 51).

"Little was achieved in five weeks of largely futile negotiations and debates", reported the New York Times. Underlying the disaster was the style of Unctad conference. Despite presence of hundreds upon hundreds of bureaucrats, many of them "economists", the style of Unctad permitted no consideration of economic factors in decisionmaking. Inconsistency and abandonment of reality in demands of underdeveloped countries. Latin Americans made a shambles of Unctad III and seriously damaged prospects for developmental decade of 1970's. T 2213

(493) (5/9) 337.3:382.1(100) 332.453.4 338.92
TIERS-MONDE, Le, 67 p. A5 (Reflets et perspectives de la vie économique, Bruxelles, no. 5, 1972, p. 351).

Les mesures d'aide aux aménagements de structure dans les pays développés. J. Hendrickx. La troisième conférence des Nations-Unies pour le Commerce et le Développement (C.N.U.C.E.D.) et les structures économiques en Belgique. D. Laloux. La notion d'une stricte division internationale du

travail est-elle réaliste. X. de Crombrugge de Picquendaale. Nos structures industrielles et le Tiers-Monde. G. Fonteneau. Faut-il adapter les structures économiques des pays industriels. B. Piret. La Belgique aide-t-elle les pays sous-développés. V. Drachoussoff. Cooperation: la fin des illusions.

T 2214

337.9 ECONOMIC INTEGRATION

(7/8=6) 337.9 327 337.91(7/8=6)

AGOR, W.H. Latin American inter-state politics' patterns of cooperation and conflict, 15 p. A5 (Inter-American economic affairs, Washington, no. 2, Autumn, 1972, p. 19).

Increasing number of interactions (integrative and conflictual) at all levels between Latin American states. L.A.F.T.A. and Andean group. Main patterns and trends of interaction. Economic-regional and bilateral. Political-regional and bilateral. Social/cultural-regional and bilateral. T 2215

(7/8=6) 337.9 337.91(7/8=6)

MOUVEMENT d'intégration. Le, en Amérique latine. 14 p. A4 (Société de Banque suisse. Bulletin, Bale, no. 5, 1972, p. 117. Krt. Tabn.).

L'Association latino-américaine de libre-échange: buts poursuivis, réalisations, raisons d'un échec. Exportations et importations de l'ALALE, 1966-1970. Le Marché commun d'Amérique centrale. L'Association de libre-échange des Caraïbes. Le Pacte andin: genèse et buts, institutions. La stratégie du développement au sein du Pacte andin. T 2216

337.9(4) EUROPEAN COMMON MARKET, EUROMARKET

(485) 337.9(4)

LEINMARK, J. Sweden's E.E.C. agreement: a weak foundation for further development, 6 p. A5 (Skandinaviska banken. Quarterly review, Stockholm, no. 3, 1972, p. 109).

The material content of Sweden's E.E.C. agreement. Rules regarding country of origin. Protective clauses. No rules on technical barriers or state purchases. No liberalization of capital movements. The joint committee. The advantages of Swedish industry's gaining duty-free access to the European market must

not be underestimated, but limitations in several fields mean that Sweden will meet with serious problems in world competition. T 2217

(494) 337.9(4)
SUISSE, La, face à la nouvelle étape de l'intégration européenne. 13 p. A5 (Société de Banque suisse. Bulletin, Bale, no. 5, 1972, p. 105. Tab.).

Au milieu de 1972, la Suisse a signé avec la C.E.E. d'une part, et avec la C.E.C.A. d'autre part, des accords qui prévoient la création progressive d'une zone de libre-échange pour les produits industriels. Les étapes de l'intégration économique de l'Europe. Les principales dispositions de l'accord de libre-échange conclu par la Suisse. La portée économique de l'accord. Les incidences de l'accord sur les différentes branches économiques. Les banques suisses face à l'intégration européenne. T 2218

337.9(4) 332.4.001.7 332.453.1
KRUBER, K.P. Wechselkursfixierung - ein geeigneter Weg zur Europäischen Wirtschafts- und Währungsunion (E.W.W.U.). 15 p. A5 (Zeitschrift für Wirtschafts- und Sozialwissenschaften, Berlin, no. 5, 1972, p. 545. Lit. opg.).

Der Autor untersucht welche Bedingungen erforderlich sind, damit in einer Wirtschaftsunion (die E.W.W.U.) die Wechselkurse der Mitgliedländer innerhalb enger Bandbreiten stabil bleiben, und inwieweit diese Bedingungen bereits realisiert sind oder in naher Zukunft realisiert werden können. Daraus ergibt sich die Frage, ob die frühzeitige Fixierung der Paritäten in der E.W.G. ein zweckmassiger Weg ist, das Ziel der E.W.W.U. zu erreichen, und ob sich daran der Integrationserfolg ablesen lässt. T 2219

338 ECONOMIC STRUCTURE

338 : 62 INDUSTRY, INDUSTRIAL PRODUCTION

(45) 338:62 338.97:31
MATTEI, F. Situation and prospects of Italian industry. 13 p. A4 (Banca di Roma. Review of the economic conditions in Italy, Roma, no. 5, September, 1972, p. 349. Tab.).

After a brief reference to the unfavourable results of 1971, and

the causes, the author gives a characterization in quantitative terms of the trends to be expected in the Italian industry as a whole for production, investment and employment in the years, 1972-75. T 2220

338.011.1 PRODUCTIVITY

(485) 338.011.1 65.017
UUTMA, T. Company reports for 1971 - comparison with earlier years (Sweden). 16 p. A5 (Skandinaviska banken. Quarterly review, Stockholm, no. 3, 1972, p. 115. Grafn. Tab.).

The author analyses the annual reports from 73 listed Swedish companies. The 1971 profits were - especially in engineering industry - below those predicted earlier during the year. For 1972 a 15% improvement in profits for all companies including banks is foreseen. Sales and earnings. Gross surplus on business operations as a per cent of turn-over. Balance sheets and rate of return capital. Financing and investments. Share price and earnings. T 2221

338.53 PRICE POLICY

338.53 330.115 380.11
FRENKEL, J.A., and B.P. Pashigian. Regulation and excess demand: a general equilibrium approach. 6 p. A5 (Journal of business, Chicago, no. 3, July, 1972, p. 379. Grafn. Lit. opg.).

Previous studies assessing the effects of price or quantity regulation by government agencies have mainly been based on partial-equilibrium analysis. Their conclusion generally was excess supply as the result of price regulation. This paper aims to show that a general-equilibrium analysis can lead to other conclusions. The basic difference is between the impact effects and the long-run effects of regulatory policies. T 2222

338.92 DEVELOPING COUNTRIES AND AREAS See also: T 2214, T 2253, T 2256

(51) (529.1) 338.92 327
BARNETT, R.W. China and Taiwan: the economic issues. 15 p. A5 (Foreign affairs, New York, no. 3, April, 1972, p. 444).

Different methods of organizing development in China and Tai-

wan. Results of the Chinese and Taiwanese models. New means of spreading technology. If Peking and Taipei were to proceed toward understandings on arrangements for economic coexistence, this could create the precondition which might justify Taipei and Washington in terminating the 1954 mutual defense treaty. Chinese anxieties about a Washington and Tokyo sponsorship of Taiwan independence.

T 2223

(57) 338.92 622.32

NORTH, R.N. Soviet Northern development; the case of N.W. Siberia. 29 p. A5 (Soviet studies, Glasgow, no. 2, October, 1972, p. 171, Krtm. Tabn.).

The past decade has seen an immense growth of Soviet interest in northwestern Siberia, following the discovery of oil and natural gas. The regional setting, plans, and actual developments. Oil production and movements. Natural gas developments and expectations. Other natural resources. Ancillary development. Transport modes. Remote-area development.

T 2224

338.924 INDUSTRIALIZATION

(42) 338.924 711.2 332.67

BUCK, T.W., and J.F. Lowe. Regional policy and the distribution of investment (U.K.). 19 A5 (Scottish journal of political economy, Edinburgh, no. 3, November, 1972, p. 253. Lit. opg. Tabn.).

Since 1963 U.K. governments have experimented with a variety of capital subsidies, partly for the purpose of enlarging the share of the development areas in total investment. The author describes the regional distribution of investment, and evaluates the effectiveness of regional policy in general, with special reference to regionally differentiated capital subsidies. The effectiveness of policy is judged on the basis of achieving the regional sub-objective of redistributing investment. I. The regional distribution of investment. II. Non-policy considerations. III. Regional policy. The role of the Industrial Development Certificate. Financial inducements.

T 2225

(42) 338.924 711.2 725.4

MACKAY, R.R. Employment creation in the development areas (U.K.). 10 p. A5 (Scottish journal of political economy, Edinburgh, no. 3, November, 1972, p. 287. Lit. opg. Tabn.).

The author refers to the article of R.A. Hart: "The distribution

of new industrial building in the 1960's" in "Scottish journal of political economy", no. 2, June, 1971, p. 181; See: S 803. He does not quarrel with Hart's conclusion that the regional legislation of the 1960's in the U.K. has led to considerable improvement in the proportion of industrial building in the less prosperous areas of the country. However he would suggest that this improvement starts earlier than Hart's article indicates, in 1963, rather than the latter half of the decade. This conclusion would have important implications, 1967 being the year when regional policy lost its traditional contact with additional employment creation, and when non-selective subvention of all manufacturing industry was introduced.

T 2226

338.93 ENTERPRISES, ENTREPRENEURS

(4-11) 338.93 338.98 658.155

WESSELY, K. Die Stellung der Betriebe im sozialistischen Wirtschaftssystem. 11 p. A4 (Documentation sur l'Europe centrale, Louvain, no. 3, 1972, p. 206. Lit. opg.).

Vergesellschaftung der Betriebe. Die Zentralverwaltung und die Betriebe. Ein gewisses Eigenleben der Betriebe, auch in der Zeit des unumschränkten Stalinismus. Trusts und Kombinate, volkseigener Betriebe, Selbstverwaltung. Die wirtschaftliche Rechnungsführung und die Einführung des Gewinnes. Ordnung der sozialistischen staatlichen Produktionsbetriebe: die Magna Charta der sowjetischen Unternehmen. Die D.D.R. und das neue ökonomische System der Planung und Leitung der Volkswirtschaft (N.O.E.S.). Die sozialistischen Staaten nehmen in der Frage des Gewinnes eine unterschiedliche Haltung ein.

T 2227

(47) 338.93 338.98 658.155

SIMON, N. L'évolution de l'entreprise soviétique. 21 p. A5 (Economie et humanisme, Caluire, no. 208, novembre/décembre, 1972, p. 49. Bibliogr. Fign. Lit. opg.).

La réforme économique de 1965 a consacré l'entreprise comme maillon essentiel de la chaîne reliant les différents niveaux d'existence du plan. L'auteur s'efforce de replacer les compagnies en faveur de la concentration industrielle. La genèse de la réforme de 1965. L'échec d'une tentative de décentralisation: la reorganisation économique-administrative de 1957. Le diagnostic sévère des économistes soviétiques. La promulgation de la réforme. Retour à la gestion par branche industrielle. Les essais d'amélioration de la productivité. L'imperatif d'une concentration

338.97 ECONOMIC DEVELOPMENT

See also: T 2206

(417) 338.97

NATIONAL economy, The, (Eire), 18 p. A5 (Central bank of Ireland, Quarterly bulletin, Dublin, Autumn, 1972, p. 5. Grafn. Lit. opg. Tabn.).

Faster economic growth and the fall in the balance of payments deficit. A high rate of price inflation. Consumer price index. Prices and consumers' demand. Exports and investment, government finance. Monetary trends. Production and employment. Industrial earnings and unit labour costs. Imports, exports, trade, unemployment. Trade deficit.

T 2229

(430-316) 338.97

SOHN, G. Der Konjunkturverlauf in Nordrhein-Westfalen - Erfahrungen mit dem Gesamtindikator des Sachverständigenrates. 7 p. A4 (Statistische Rundschau für das Land Nordrhein-Westfalen, Düsseldorf, no. 10, Oktober, 1972, p. 399. Grafn. Lit. opg. Tabn.).

Konjunkturdiagnose. Regionale Konjunkturbewegungen. Normwerte und Toleranzgrenzen des Gesamtindikators. Der Gesamtindikator für das Bundesgebiet. Nordrhein-Westfalen im Vergleich zur Bundesentwicklung. Gesamtindikator und Bruttoinlandsprodukt.

T 2230

(437) 338.97

PRUCHA, V. Basic features of economic development in Czechoslovakia in 1945-1970. 21 p. A5 (Czechoslovak economic papers, Prague, no. 13, 1972. Lit. opg. Tab.).

The structural change-over of the Czechoslovak economy from the capita-list pre-war order to the post-war communist order, its post-war reconstruction and subsequent development. Pre-1939, 1945, 1947-1948 pre Cold War. The first Five-year plan 1949-1953, under conditions of a difficult re-orientation on international relations, 1954-55. The second Five-Year Plan 1956-60. The Third Five-Year Plan 1961-1965, which had to be changed over, 1963, and a seven-Year Plan 1964-1970. A table of basic indicators of the development of the national economy, 1955, 1960, 1965, 1970. An evaluation of the overall results.

T 2231

(44) 338.97

FRANCE economique, La, en 1971-1972; par J.-J. Guglielmi, P. Maillat, J. Pinder, e.a. 349 p. A5 (Revue d'économie politique, Paris, no. 5, septembre/octobre, 1972, p. 719. Grafn. Tabn.).

Conjoncture économique occidentale et crise monétaire internationale. L'élargissement de la C.E.E. Les nouveaux accords sur le prix du pétrole et leurs conséquences. L'activité économique française en 1971. La situation des finances publiques en 1971. Les budgets économiques: méthode et utilisation. La politique monétaire en 1971. L'open-market en 1971. Le marché financier. L'économie agricole en 1971. La consommation des ménages de 1968 à 1971. La sécurité sociale depuis les ordonnances de 1967. Population et chômage. La "Nouvelle Société" en crise. La C.G.T. et le Vle Plan. Force ouvrière et le Vle Plan. Chronologie de l'année 1971.

T 2232

(620) 338.97

ECONOMIC developments in Egypt during 1970. 19 p. A5 (National bank of Egypt. Economic bulletin, Cairo, no. 1/2, 1972, p. 26. Tabn.).

General trends. Development in various sectors. Agriculture: stagnation. Foodstuffs. Fibres. Industry: declining rate of increase. Industrial activity by type; and by ownership. Monetary developments: expansion. Prices: rising. Foreign trade and balance of payments: record deficit on the current account, only partially offset by a rise in the capital transaction surplus, leading to the largest balance of payments deficit since 1965. Quantities exported.

T 2233

(728) (729) 729.88) (87) (883) 338.97

GILHODES, P., J.-C. Giacotino et F. Mauro. Caraïbes. 62 p. A4 (La Documentation française. Notes et études documentaires, Paris, no. 3935/3936, octobre 25, 1972, p. 5. Krtm. Tabn.).

P. Gilhodes. Venezuela: trois ans de démocratie chrétienne. Le gouvernement de M. Rafael Caldera. L'évolution de la politique économique. L'évolution politique intérieure. La politique extérieure. Les forces politiques. J.-C. Giacotino. Les possessions néerlandaises de la Caraïbe. Antilles hollandaises et Surinam. F. Mauro. L'Amérique Centrale et les Antilles: esquisse retrospective de leur économie. L'époque coloniale et l'Époque nationale.

T 2234

(44) 338.97 338.984.3
RADICE, J. Pompidou's France: an economic survey. 22 p. A4
(The Economist, London, no. 6745, December 2, 1972, survey
p. 5. Geill. Graf. Tabn.).

Examination of the economic situation of France. The investment boom. The sixth plan for 1971-75 was dominated by the theme of "industrialization". The composition of the exports. Liberalisation in the field of foreign investment in France. The development of France's exchange reserves. The power of the unions. The political division of the unions. The success of French economic policy. Monetary policy. A highly effective credit policy. The basic problems of the French bourse. The merchant bank sector. The direct general control of prices. Credit and fiscal policy. Output per man-hour in manufacturing. The impact of the tax system. The economic development of South France. T 2235

(691) 338.97 338.984.3
MARQUARDT, W. Madagascar: zur wirtschaftlichen Entwicklung 1971/72. 8 p. A4 (Internationales Afrika Forum, Bad Godesberg/München, nos. 11/12, November/Dezember, 1972, p. 623. Krt. Lit. opg.).

Die wichtigsten Ereignisse und Trends 1971, 85% Der Exporte sind landwirtschaftliche Erzeugnissen. Das sehr gute Ergebnis 1970 konnte 1971 nicht erreicht werden. Bedeutung Viehzucht und Fischerei wächst. Industrie. Aussenhandel. Der neue Entwicklungsplan 1972-74. T 2236

338.97 : 31 FORECASTING, FORECASTS
See also: T 2220, T 2243, T 2244, T 2254

338.97 : 31 60
LANFORD, H.W. A penetration of the technological forecasting jungle. 19 p. A5 (Technological forecasting and economic change, New York, no. 2, 1972, p. 207. Lit. opg. Tabn.).

The difficulties facing the reader of technological forecasting literature. Objectives of this research paper are to report results of research into areas of definition of terms, similarities and differences in terminologies, and evaluation of utility of exploratory and normative techniques. "Straw man" definitions and classifications are proposed. They were partly proposed to and improved by workers in the field. T 2237

338.972 BUSINESS CYCLES. ECONOMIC GROWTH
See also: T 2191, T 2259

(52) (81) 338.972
SALERA, V. Brazil and Japan: economic parallels or contrasts. 15 p. A5 (Inter-American economic affairs, Washington, no. 2, autumn, 1972, p. 3).

Outlines of Japanese growth phenomenon. Labor force characterized by elasticity of supply. Importation of cheap foreign technology. High Japanese savings rate. Other plus factors in Japanese growth. Brazil's growth. Fiscal devices employed by Brazilian authorities. Foreign investment policy; Japan: Protectionist policy. The only sensible policy for a country such as Brazil is that of officially-fostered open investment. The country wisely has opted for just such a policy. T 2238

(4) 338.972 330.115
MADDISON, A. Explaining economic growth (Western Europe). 52 p. A5 (Banca nazionale del Lavoro. Quarterly review, Roma, no. 102, September, 1972, p. 211. Lit. opg. Tabn.).

An analysis of the methodological issues which arise in explaining European economic growth in the 1950's. The author presents alternative estimates within the framework of Denison's model, which should provide a better explanation of the growth experience of the 1950's, with less underestimation of the role of capital formation and trade liberalisation. Issue is also taken with Denison's rules of thumb for the measurement of labour quality. Description of Denison's implicit model and its origins. Critical analyses, often referring to other authors, of his treatment of output, of capital inputs, of labour inputs; of other components of growth. The author limits himself to estimates of trends. The 1950-1962 growth explanation alternatives are for Belgium, Denmark, France, Germany, Italy, The Netherlands, Norway, U.K., U.S.A. T 2239

338.972 330.115 332
VOLPE, G. la. Accumulation, financing and money in a dynamic economy; a disaggregate growth model of an economic system; publ. by Laboratorio di economia politica e Università degli studi ca Foscari venezia; Servizio di studi economici "A. di Pietri-Tonelli" Roma, 1972, 277 p. A5. Lit. opg. (Parts I-III are reprinted from the Supplement (selected papers) to the December 1970 issue of the "Rivista di politica economica";

parts IV and V are reprinted from "Ricerche economiche", no. 3-4, 1971). 12/72 R.E.

The need for a disaggregate dynamic general model capable of providing a complete and unitary representation of the evolution of an economic system, and allowing a more general approach to theoretical and applied problems previous and planned work by the author. This volume contains the synthetic part of a model, and describes wherein it differs from the analytic part. Individual equations of economic means and liquidities, Market-price, market equations, Monetary flows, banking system liquidity. The synthetic general model and the current determinant variables of an economic system. T 2240

(42) (73) 338.972 330.172
CORNWALL, J. Growth and stability in a mature economy. London, Martin Robertson, 1972. 287 p. A5. Grafin. Lit. opg. Tabn. 12/72 R.E. (4,95 pound). ISBN-0-85520-011-1.

A theory of growth and stability that attempts to explain the way an advanced capitalist system works, and in which the usual assumptions of full employment, and no interaction between the demand and supply sides of the market, have been relaxed. To take adequate account of these added variables it was necessary to cast the analysis in a more concrete, and less econometric model type, form. Findings from a large number of specialized fields had to be brought together. The final one-third of the book attempts to substantiate the theoretical apparatus by describing the way in which two mature economies (U.S.A., U.K.) have operated in this century. T 2241

(47) 338.972 60
NOETZOLD, J. Die "technische Lücke" in der Sowjetwirtschaft; über einige Versuche zu ihrer quantitativen Bestimmung. 14 p. A5 (Osteuropa, Stuttgart, no. 11, November, 1972, p. 825).

Messung des technischen Fortschritts durch Produktionsfunktionen. Faktorproduktivität als Ausdruck der Fortschrittsrate. Unterscheidung des technischen Fortschritts von anderen Ursachen des Produktivitätsfortschritts. Einzeltechnologien als Indikatoren des technischen Entwicklungsstandes. T 2242

338.98 PLANNING. NATIONAL ECONOMIC PLANS
See also: T 2227, T 2228, T 2235, T 2236

(529.1) 338.98 338.97 : 31
LIN, H.T. A long term projection model for Taiwan's economic development. 10 p. A4 (Industry of free China, Taipei, no. 1, July, 1972, p. 18. Tabn.).

The economy of Taiwan has now reached a turning point. Will it be more advantageous to carry on further development of the light industries and continue to rely heavily upon the external sector, or to move into such heavy industries as steel and petrochemicals. Composition of imports: capital goods, raw materials, and consumption goods. Sources of investment. Rational of the projection model. T 2243

339 DISTRIBUTION AND CONSUMPTION OF WEALTH

339.233 INCOME. PRIVATE CAPITAL

(44) 339.233 338.97 : 31
ANDRÉANI, E. Esquisses de repartition des revenus pour 1985 (France). 12 p. A4 (Economie et statistique, Paris, no. 39, novembre, 1972, p. 41. Tabn.).

La répartition des revenus entre les ménages. La population des ménages par catégorie socio-professionnelle en 1985. Esquisse d'un compte d'affectation. L'augmentation des revenus. Les difficultés d'analyse de l'inégalité des revenus. Ressources des ménages en 1965 et 1985. T 2244

347 PRIVATE LAW. CIVIL LAW

347.51 LEGAL LIABILITY

(73) 347.51
BERENSON, C. The product liability revolution (U.S.). 10 p. A4 (Business horizons, Bloomington, no. 5, October, 1972, p. 71. Lit. opg.).

One of the more significant marketing developments of the last decade, both from the consumer's and producer's view, is the new concept of product liability. This study examines some of the product liability considerations which are important to marketers and consumers, and shows how new attitudes toward

product liability will affect marketing performance. Causes of liability revolution. Traditional product liability approaches. A new approach: strict liability in tort. The foreseeability doctrine. How good must a product be. Who is responsible for faulty products. Products liability insurance. T 2245

351 GOVERNMENT LEGISLATION. PUBLIC SERVICES. REGULATIONS
See also: T 2289

351.82 ECONOMIC POLICY
See also: T 2205

351.82 330.17
THOLL, G. Strukturpolitik und Wirtschaftsordnung; hrsg. vom Institut für Mittelstandsforschung. Köln, Kölner Universitäts-Verlag, 1972, 197 p. A5, Bibliogr. (Schriften zur Mittelstandsforschung, Bd. 55), 12/72, Amb. Bonn, B. D.M. 39,80.

Sektorale und regionale Strukturpolitik, und Globalsteuerung. Sektorale Strukturpolitik: Arten, Träger, Ziele, Formen und Haupttypen, Mittel, Massnahmen in den einzelnen Teilbereichen der Strukturpolitik: strukturelle Rahmenpolitik, Infrastrukturpolitik, konservierende Strukturpolitik und vorsorgliche Absicherungs politik, Struktur anpassungspolitik, Strukturplanungspolitik. Ordnungspolitische Ergebnisse und Auswirkungen. Probleme einer Neuorientierung der Strukturpolitik. (Bibliogr. 30 S). T 2246

351.83 LABOUR LEGISLATION

(7/8=6) 351.83
CORDOVA, E. Labour legislation and Latin American development: a preliminary review, 30 p. A5 (International labour review, Geneva, no. 5, November, 1972, p. 445. Lit. opg.).

The effects of labour provisions in Latin America - supply of manpower, investment and employment expansion, the efficient utilisation of human resources, magnitude and intensity of the workers' effort, the accumulation of capital, the home market and exports. Effects on the creation of a social climate conducive to production. A system of mutual understanding. T 2247

368 INSURANCE

368.431 SOCIAL INSURANCE (OLD AGE)

(485) 368.431
ALBRECHT, R. La Suède et la politique du troisième âge. 33 p. A4 (La Documentation française; Notes et études documentaires, Paris, no. 3947, décembre 8, 1972, p. 1. Bibliogr. Graf. Tabn.).

Le vieillissement de la population et particulièrement sensible en Suède: 14% de la population a plus de 65 ans. Données démographiques. Évolution et motivations de la politique sociale en Suède. L'âge de retraite. La pension nationale de vieillesse; conditions d'attribution, montant de la pension, pension anticipée, allocations supplémentaires, pension d'ayant-cause, financement du fonds de pension. La pension de retraite complémentaire A.T.P. L'assistance sociale au troisième âge. L'assurance-maladie. L'assistance sociale à domicile. L'habitat du troisième âge. T 2248

382 FOREIGN TRADE. INTERNATIONAL TRADE
See also: T 2198

(100,3) (4-11) 382
STANKOVSKY, J. Bestimmungsgründe des Ost-West-Handels. 13 p. A4 (Monatsberichte des Österreichischen Instituts für Wirtschaftsforschung, Wien, no. 10, 1972, p. 412. Lit. opg. Tabn.).

Wachstum des Ost-West-Handels und des Gesamthandels im Westen und im Osten. Der Osthandel der O.E.C.D. Regionale Zusammensetzung des Aussenhandels der R.G.W.-Länder. Warenstruktur der R.G.W.-Exporte in den Westen und R.G.W.-Importe aus dem Westen. Wachstumsraten in "kapitalistischen" und "sozialistischen" Ländern. Warengruppen und Handelsströme - lineare Regressionsfunktionen für den Ost-West-Handel, Ost-West-Handel und Entwicklung der Gesamtwirtschaft in den beteiligten Ländern. T 2249

(439) 382
BIRO, G. Die Aussenwirtschaft Ungarns; strukturpolitische Aspekte im Aussenhandel, 12 p. A5 (Österreichische Osthefte, Wien, no. 4, Oktober, 1972, p. 357. Tabn.).

Steigerung der ungarischen Importe 1971. Strukturproblem des ungarischen Westhandels. Kreditpolitik der Ungarischen Natio-

nalbank, Devisenkredit für Investitionen, Zusammenarbeit mit der Internationalen Investitionsbank, Anleihepolitik auf westlichen Kapitalmärkten, Ankauf westlicher Lizenzen, Kooperationsabkommen, Handel mit sozialistischen Staaten, T 2250

(51) (6) 382
VOLKSREPUBLIK China, Die, und Afrika, 15 p, A4 (Internationales Afrika Forum, Bad Godesberg/München, nos. 11/12, November/Dezember, 1972, pp. 642-652. Lit. opg. Tabn.).

D. von Schrötter, Der Afrikahandel der V.R. China 1959-1968. Chinesischer und sowjetischer Afrikahandel. Die chinesisch-afrikanische Aussenhandelsverflechtung im internationalen Vergleich. Die bilateralen chinesisch-afrikanischen Handelsbeziehungen. U.G. Fabritzeck, Die Afrikapolitik der Volksrepublik China, aufgezeigt am Beispiel der Beziehungen zu den beiden Kongo-Staaten. T 2251

382.14 FOREIGN TRADE POLICY

382.14 332.422.2 : 332.453.2
DIEBOLD, W. The economic system at stake, 14 p. A5 (Foreign affairs, New York, no. 1, October, 1972, p. 167).

The Bretton Woods response to monetary problems was in many ways inadequate but it is hard to envisage a satisfactory international economic system that would not try to deal with them in one way or another. American foreign economic policy in the post-war period. The economic relations of the industrialized non-communist countries present unprecedented problems which can be dealt with only by new methods and policies. The need to reform the international monetary system. Trade policy. T 2252

382.6 EXPORT

(540) 382.6 62.002.6 338.92
BANERJI, R. Major determinants of the share of manufactures in exports: a cross-section analysis and case study on India, 37 p. A5 (Weltwirtschaftliches Archiv, Kiel, no. 3, 1972, p. 345. Grafn. Lit. opg. Tabn.).

Basically, this study addresses itself to the questions of whether and how the share of manufactures in a country's exports is related to certain supply-oriented characteristics. Among vari-

ables affecting the supply of industrial exports, four macro-economic aggregates were taken into consideration: per capita product, the degree of industrialization, population (indicating the size of a country) and density of population (indicating per capita endowment of resources). Finally, the author examines the trend in the export of Indian manufactures as a case study to see whether a developing country is likely to approximate the patterns which emerge from a cross-section study. (Deutsche Zusammenfassung, resume en francais, resumen en espanol, riassunto italiano). T 2253

383/388 COMMUNICATIONS. TRANSPORT

(492) 383/388 338.97 : 31 351.82 : 383/388
TOWARDS the year 2000 (The Netherlands); by G. Hupkes, R. Dufour, W. Horn, a.o. 87 p. A5 (Planning and development in The Netherlands, Assen, no. 1, 1972, p. 2. Geill. Grafn. Krtm. Lit. opg. Tabn.).

This issue is devoted to traffic problems in The Netherlands. In 1970 the Ministry of Transport, Water Control and Public Works published "TP 2000" - a projection into the future of its policy up to the year 2000. The editors have made a selection from the reactions to this report. G. Hupkes: "TP 2000: the trees that grow straight into heaven". R. Dufour: Technocracy running riot. Advisory Council for Physical Planning: Advice on the future projection of transport, water control and public works submitted to the Minister of National Housing and Physical Planning and the Minister of Transport, Water Control and Public Works. W. Horn: Brief epilogue. T 2254

385 RAILWAYS

(430.1) 385 65.011.1
KONOW, K.O. Unternehmensziele der staatlichen Eisenbahnen (B.R.D.). 17 p. A5 (Zeitschrift für Verkehrswissenschaft, Düsseldorf, no. 3, 1972, p. 151. Lit. opg. Tabn.).

Die Deutsche Bundesbahn arbeitet seit Jahren defizitär. Der Autor ist der Ansicht dass ihre gegenwärtige Unternehmensverfassung überholt ist. Grundsätzliche Überlegungen bezüglich der Unternehmensziele einer staatlichen Eisenbahn: gemeinwirtschaftliche, erwerbswirtschaftliche, eigenwirtschaftliche und gemischtwirtschaftliche Unternehmen. Die Doppelstellung der Bundesbahn: Teil der Bundesverwaltung; Wirt-

schaftsunternehmen. Ueberlegungen zur Reform der Unternehmensverfassung der Bundesbahn: entweder Gemeinwirtschaftlichkeit oder Erwerbswirtschaftlichkeit. (Summary in English; résumé en français). T 2255

6 APPLIED SCIENCES. MEDICINE. TECHNOLOGY

60 TECHNOLOGY. TECHNICAL PROGRESS

See also: T 2237, T 2242, T 2268

(5/9) 60 338.92

STREETEN, P. Technology gaps between rich and poor countries. 18 p. A5 (Scottish journal of political economy, Edinburgh, no. 3, November, 1972, p. 213. Lit. opp. Tabn.).

The 7th Annual Scottish Economic society lecture. The author ascribes international income inequalities to differences in applied productive knowledge, which raises the question what obstacles hinder the international diffusion of benefits. Obstacles to communication. Absence of suitable technologies. Obstacles to communication: due to costs of transfer, or due intentional restrictions or monopoly power. Even perfect communications won't help if an underdeveloped country needs a different technology (suitability gap). Why technical knowledge cannot be marketed like other products or factors. Policies for closing the two gaps are interdependent. T 2256

608 INVENTIONS. INNOVATIONS. PATENTS

608.3 INVENTIONS

608.3

YOUNG, V.E., W. Marcy and R.S. Chisholm. Patents and licenses. 19 p. A5 (Research management, New York/London, no. 6, November, 1972, p. 53).

V.E. Young. Invention licensing strategy. Licensing is the moment of truth for an invention; all the investment of time and money can be lost if the licensing step is not competently executed. The selection of licensees. Key license provisions. W. Marcy. Servicing the existing license. After a license is issued the formidable task of maintaining it remains. This article covers the problems encountered and gives guidelines for the protection of the rights of all parties involved in an agreement. R.S. Chisholm. The role and functions of patent departments.

A description of the related roles of patent and research and development departments in obtaining and enforcing patents, developing technology protection agreements, licensing technology, and research and development planning. T 2257

(73) 608,3 65,017 657,471

SANDOR, R.L. Some empirical findings on the legal costs of patenting (U.S.A.). 4 p. A5 (Journal of business, Chicago, no. 3, July, 1972, p. 375).

An examination of properties of the legal costs of patenting, emphasizing the importance of these costs in a firms. Research and development expenditures. The hypothesis that large companies enjoy economies of scale is tested and confirmed. The test-population was a selection of 448 firms out of Fortune's 1955 largest 500 U.S. industrial corporations. T 2258

614 NATIONAL HEALTH SERVICE

614.7 HYGIENE OF WATER, SOIL AND AIR

614.7 338.972 577,4 17,023

KAYSEN, C. The computer that printed our WOLF. 9 p. A5 (Foreign affairs, New York, no. 4, July, 1972, p. 660).

The theses of "The limits to growth". The chief conclusion is that we must planfully reorganize the fundamental institutions of our social world. The analysis supporting these conclusions is unconvincing. The inevitability of crisis when a limit is reached disappears, since the "limits" themselves are no longer fixed. The total absence of adjustment mechanism of any kind in the model. The determinants of population growth. T 2259

620.4 POWER STATIONS

(26) 620.4

CLARK, R. L'énergie des marées, 18 p. A5 (Analyse et prévision, Paris, no. 5, novembre, 1972, p. 1349. Krt.).

Les marées et la Baie de Fundy. Types d'installations. Utilisation d'un seul bassin avec des groupes générateurs à simple effet, avec ou sans possibilité de pompage. Travaux nécessaires pour exploiter l'énergie des marées. Les digues. Les pertuis de vannage. Les groupes. Chambre des générateurs. Problèmes

économiques. Perspectives offertes par l'énergie des mares.
T 2260

620.9 GENERAL ECONOMICS OF ENERGY

620.9 339.4

FELIX, F. La croissance de la consommation d'énergie; sa relation avec la croissance économique et la qualité de la vie. 18 p. A5 (Analyse et prevision, Paris, no. 5, novembre, 1972, p. 1331. Graf. Tabn.).

Quelle est la relation entre la croissance de la consommation d'énergie, la croissance économique et la qualité de la vie. Concordance entre le produit national brut et la consommation d'énergie. Coefficient d'élasticité du P.N.B. par rapport à la consommation d'énergie. Efficacité de l'emploi de l'énergie. Famille et indices des modèles de croissance du produit national brut par habitat. Estimation de la croissance de la population mondiale. Evolution du contenu énergétique du produit mondial brut. Modèles de croissance de divers aspects de la production ou de la consommation mondiale.
T 2261

621 MECHANICS AND ELECTRICAL ENGINEERING

621.039 ATOMIC ENERGY, PILES, REACTORS, a.s.o.

(44) 621.039

GOURE, F. Le Commissariat à l'énergie atomique face à l'avenir (France). 56 p. A4 (La Documentation française, Notes et études documentaires, Paris, no. 3945/3946, décembre 1, 1972, p. 1. Bibliogr. Fign. Graf. Krt.).

Présentation de l'ordonnance de 1945. Circonstances historiques. Statut et vocation du Commissariat à l'énergie atomique (C.E.A.). Développement des techniques et évolution du C.E.A. de 1945 à 1970. Recherche fondamentale. Matières spécifiques de l'industrie nucléaire. Applications militaires. Applications industrielles: les filières de réacteurs. Les moyens du C.E.A. Infrastructure. Personnel. Budget. L'énergie atomique en 1970. Situation internationale. Situation en France. Le décret du 29 septembre 1970 et la reorganisation du C.E.A. en 1971.
T 2262

(549) 621.039
DEVELOPMENT of nuclear technology in Pakistan; a special report. 14 p. A4 (Pakistan economist, Karachi, no. 48, November 25, 1972, p. IV. Geill. Graf. Tabn.).

Karachi nuclear power plant, completed by mid-1971, details. Pakistan's nuclear medicine centres. Atomic energy agricultural research centre, Tandojam: its studies. Nuclear institute for agriculture and biology, Lyallpur. Pakistan institute of nuclear science and technology; training programme. The economics of nuclear programmes; financing. Energy resources.
T 2263

(71) 621.039

PON, G.A. Les étapes futures du programme nucléaire canadien. 7 p. A5 (Analyse et prevision, Paris, no. 5, novembre, 1972, p. 1375. Tab.).

L'article aborde les considérations d'ordre national afférant au programme nucléaire canadien, ainsi que les étapes prévues pour la réalisation du système canadien CANDU.
T 2264

625 ROAD-TECHNIQUE

625.1/.6 INTERCITY TRANSPORT

(4) 625.1/.6 656

ORSKI, C.K. The future of European intercity transport. 7 p. A4 (O.E.C.D. observer, Paris, no. 60, October, 1972, p. 27. Fign. Geill. Graf. Lit. opg. Tab.).

The Head of O.E.C.D.'s Division of Urban Affairs describes the background against which a co-operative programme has been launched to provide a number of European countries an opportunity to plan future improvements in intercity transport service on a coordinated basis. Why serious bottlenecks are likely to develop around the great metropolitan areas. The capacity and comparative advantages of different transport modes. The railroad has the potential to out-perform cars and aircraft for the intermediate distances of 100-600 kilometers which are quite prevalent intercity trip lengths. Upgrading existing rail service. Advanced high-speed rail systems. Unconventional systems: Tracked air cushion vehicles, Magnetic suspension. The German Hochleistungs-Schnellbahn (H.S.B.) concept.
T 2265

629.1 LOCOMOTION, TRANSPORT ENGINEERING

629.113 AUTOMOBILES, AUTOMOTIVE INDUSTRY

See also: T 2202

(73) 629.113

SZEPLAKI, L. Structure, conduct and performance in modern American automobile manufacturing. 19 p. A5 (The South African journal of economics, Johannesburg, no. 3, September, 1972, p. 216, *Grafh. Lit. opg. Tahn.*).

The American car manufacturing industry: its history, present structure and problems, prospects. Sales volume. Concentration: the "big three". Financial reporting problems. Product differentiation. Dealers. Difficulty of entry into the industry. Pricing technique. Competition. Rental companies. Foreign cars. Consumer research. Antitrust litigation. Why it will be difficult to maintain the earnings performance. T 2266

629.19 ASTRONAUTICS, SPACE TRAVEL

(73) 629.19

JASTROW, R., and H.E. Newell. The space program and the national interest (U.S.A.). 13 p. A5 (*Foreign affairs*, New York, no. 3, April, 1972, p. 532, *Tab.*).

A major force behind the space program is a concern for national security. Discussions on space technology. The list of promising space applications includes better weather forecasts, prospecting for minerals from space, better communications, satellites that monitor the atmosphere and lakes and rivers for pollution.

T 2267

65 BUSINESS ECONOMICS, ORGANIZATION AND MANAGEMENT

See also: T 2283

65.012.23 BUSINESS FORECASTING, PREDICTING

65.012.23 60

UTTERBACK, J.M., and J.W. Brown. Profiles of the future; monitoring for technological opportunities. 11 p. A4 (*Business horizons*, Bloomington, no. 5, October, 1972, p. 5, *Graf. Lit. opg.*).

One of the most difficult problems in managing technical innova-

tion is anticipating the direction and impact of technological change. The method described in this study involves (1) identifying "signals" of change in embryonic stages, and (2) gathering information on appropriate phenomena and parameters to determine the rate of advance as well as the character and form that potential impacts of the change might take. This is essentially a method for dealing with contingent uncertainty. A number of potential innovations to replace silver based photographic film, now in their embryonic forms, are discussed to illustrate the method. T 2268

65.012.4 MANAGEMENT

See also: T 2278

65.012.43 658.112.3

HULME, R.D., and J.C. Maydew. A view of the top; a study of collective management organization. 12 p. A4 (*Business horizons*, Bloomington, no. 5, October, 1972, p. 19, *Lit. opg.*).

It is argued that it is just as important for a company to review its top management needs as it is to review product lines. The management pattern that has a chief executive heading the line organization is a legacy of the past; however, new pressures have changed the nature of the job. This study examines the process of organization, especially for the multinational corporation, giving special consideration to the multiple top management form. Some case histories of firm's experience with the office of the president as well as other multiple top management structures are examined. T 2269

65.014.1 FUNCTIONS AND TASKS

65.014.1 65.011.1 65.012.4 658.386

BECK, A.C., and E.D. Hillmar. O.D. to M.B.O. or M.B.O. to O.D.: does it make a difference. 8 p. A4 (*Personnel journal*, Swarthmore, no. 11, November, 1972, p. 827, *Afb. Lit. opg.*).

Attempts to implement the management by objectives and results (M.B.O./R.) system are not always successful. The same organizational norms and values as are required for implementing organization development (O.D.) are essential. This study provides a model which is intended to show how M.B.O./R., meaningful work and the O.D. process are interrelated. The four variables in the conditions for human effectiveness: interpersonal competence, meaningful goals, helpful systems

and achievement; any attempt to create a motivating climate must include a balanced effort to maximize each of these four conditions. T 2270

658 BUSINESS AND INDUSTRIAL MANAGEMENT

658.112.3 ESTABLISHMENTS, SUBSIDIARIES, BRANCH OFFICES

See also: T 2192, T 2203, T 2269

658.112.3
BENOIT, E. The attack on the multinationals. 8 p. A4 (Columbia journal of world business, New York, no. 6, November/December, 1972, p. 15).

If multinational corporations are to survive, some obvious misconceptions on the part of their critics must be dispelled. Charges of exploitation of cheap labor, impairment of national sovereignty, use of monopoly power, upsetting the balance of payments, are among the charges being hurled at the multinationals. The dominant factors behind the attack are misunderstanding, economic fallacies, ideological hostility to private enterprise and a resurgence of economic nationalism. The multinational corporation is being made the scapegoat for excessive unemployment actually created by inept domestic policies to combat inflation.

T 2271

658.112.3
GABRIEL, P.P. Adaptation: the name of the M.N.C.s' game. 8 p. A4 (Columbia journal of world business, New York, no. 6, November/December, 1972, p. 7).

It is argued that the days of the multinational corporations - as now organized and managed - are numbered. The limits for unbridled growth have already been reached in some countries and some industries; the inevitable constraints imposed by host nations will call for change and adaptation on the part of the multinational enterprise. This could involve its objectives and strategies, the kind of resources committed abroad, its organization and its management methods - in fact, its entire institutional framework. Effects of a shift on the part of multinationals from wholly-owned subsidiaries to contractual arrangements. T 2272

(52) 658.112.3
OZAWA, T. Multinationalism - Japanese style. 10 p. A4 (Columbia journal of world business, New York, no. 6, November/December, 1972, p. 33. Lit. opg. Tabn.).

Japanese companies are joining the ranks of the world's multinationals - with the full cooperation of their government, and without objections from labor. The factors that led to overseas expansion of Japanese corporations differ widely from those that influenced their Western counterparts. Among the factors behind this move are a rising demand for natural resources to supply Japan's industrial expansion, a tight labor market, the accumulation of surplus capital and the effort to circumvent tariffs and other trade barriers. Japan's fledgling multinationalism is strongly complementary to its domestic and industrial transformation.

T 2273

658.152 INVESTMENT, CAPITAL ARRANGEMENT

(73) 658.152 65.012.2 65.012.66
KLAMMER, T. Empirical evidence of the adoption of sophisticated capital budgeting techniques (U.S.A.). 11 p. A5 (Journal of business, Chicago, no. 3, July, 1972, p. 387. Lit. opg. Tabn.).

A report on a survey aimed at answering the question if large manufacturing firms in the U.S.A. have adopted the techniques of capital budgeting suggested in recent theory. This has gone beyond the rate of return, attempts to deal more explicitly with the existence of risk and suggests a variety of applications of management science or operations research techniques. A questionnaire was sent to a sample drawn from the 1969 Compustat listing of manufacturing firms. About half out of 370 responded. Administrative, risk analysis, management science, and project evaluation techniques. Conclusion: the advanced theory of the 1950's has increasingly become the practice in these large corporations.

T 2274

658.31 INDUSTRIAL RELATIONS

658.31
PATIEN, T.H. New views on justice and employment relations policy in unionized and non-unionized organizations. 14 p. A4 (Personnel journal, Swarthmore, no. 11, November, 1972, p. 798).

Organizations which have adopted the traditional defensive employee relations approach to organizational justice have frequently failed to obtain the contributions that employees can make. These organizations are often easily picked off by aggressive unions because they are poorly equipped to cope with unionization. Low employee morale and an indifferent approach to distributive and corrective justice contribute to their vulnerability. A constructive alternative is suggested, drawing upon recent ideas concerning organizational justice and indicating how these ideas can be installed in the work organization. T 2275

658.58 MAINTENANCE

658.58 330.115 338.01

ARROW, K.J., D. Levhari and E. Sheshinski. A production function for the repairman problem. 9 p. A5 (The Review of economic studies, Edinburgh, no. 119, July, 1972, p. 241. Graf. Lit. opg.).

The authors prove that as the number of machines and repairmen increases expected output becomes proportional to the number of repairman or to the number of machines, depending upon whether the ratio of repairman to machines is below or above a certain value. Examination of the repairman problem. The production function for large inputs. Weak convergence to a diffusion process. T 2276

658.624 NEW PRODUCTS

(73) 658.624 65.012.1 65.012.2 615.4

SCHNEE, J.E. Development cost: determinants and overruns (U.S.A.). 28 p. A5 (Journal of business, Chicago, no. 3, July, 1972, p. 347. Lit. opg. Tabn.).

The scarcity of empirical studies of Research and Development R. & D. studies at the commercial firm level. In this study of a large ethical U.S.A. pharmaceutical firm two features of R. & D. programs are treated in more detail: the factors that determine the cost of developing a new product; and the accuracy of estimates of development cost and time, and new product sales. A development process is the final stage of the R. & D. program, coming after the exploratory investigation. Among the variables used in a regression analysis to explain the development costs of the firms 75 projects are dosage form, spectrum

of activity, development strategy, calendar year. The examination of time and cost estimation is undertaken along similar lines. T 2277

658.624 65.012.4

JONES, K.A., and D.L. Wilemon. Emerging patterns in new venture management. 14 p. A5 (Research management, New York/London, no. 6, November, 1972, p. 14. Tabn.).

The conventional research and development organization often has built - in rigidities that hamper its ability to develop new products in a rapidly changing environment. One remedy is the venture team approach. This study reviews the nature, characteristics and activities of venture groups in 24 large companies. Organizational importance of venture teams. Acceptance of venture management by others within the organization. Top management relationship. New idea sources and motivation. Planning horizons and performance pressure. Venture selection and commercialization. Intraorganizational contributions. T 2278

658.8 MARKETING

658.8 339.4 659.23

STIDSEN, B., and T.F. Schutte. Marketing as a communication system: the marketing concept revisited. 6 p. A4 (Journal of marketing, Chicago, no. 4, October, 1972, p. 22. Lit. opg.).

This article challenges the consumerist view that consumption problems are marketing's responsibility. The authors attempt to better define marketing's social responsibility, suggesting a redistribution of such responsibility. First, the basic dimensions of marketing as a communication process are outlined. Second, some of the contemporary issues confronting marketers are reexamined in light of these dimensions. Third, a summary definition of the operational meaning of the marketing concept is proposed. T 2279

658.8 65.012.122

HEELER, R.M., and M.L. Ray. Measure validation in marketing. 10 p. A4 (Journal of marketing research, Chicago, no. 4, November, 1972, p. 361. Afn. Lit. opg. Tabn.).

This article treats a series of simple techniques for satisfying the scientific criteria within a managerial framework. These

techniques are comprised in the category of measure validation, which consists of determining the extent to which measures correlate (convergent validity) and predictably do not correlate (discriminant validity). Much of the data marketing researchers are collecting now could be put into multitrait-multimethod or other types of convergent-discriminant matrices. In other cases, the simple addition of several variations to each research design could provide matrix data. Present and potential applications of the multitrait-multimethod matrix in marketing are described. Alternatives for matrix analysis. T 2280

658.8 651.011.56 65.012.45
ZANGEMEISTER, C. Marketing-Informationssysteme. 12 p. A4 (Industrielle Organisation, Zurich, no. 11, November, 1972, p. 512. Abfn. Lit. opg. Tabn.).

Die Anwendung der elektronischen Datenverarbeitung im Bereich der betrieblichen Absatzfunktionen findet in Theorie und Praxis unter dem Schlagwort "Marketing-Informationssysteme" ein zunehmend starkes Interesse. Unklarheit herrscht jedoch noch darüber, welche informationellen Anforderungen das Marketing generell stellt und inwieweit diese zurzeit schon mit den verfügbaren technisch-methodischen Hilfsmitteln erfüllt werden können. Es wird ein Weg für die systematische Entwicklung eines unternehmensindividuellen Marketing-Informationssystems aufgezeigt. Die charakteristischen Systemkomponenten, Systemunterstützung von Marketingfunktionen, Rahmenkonzept für einen Systemaufbau. (Resume en français; summary in English). T 2281

658.827 SALES PROMOTION

658.827 658.871.6
CURHAN, R.C. The relationship between shelf space and unit sales in supermarkets. 7 p. A4 (Journal of marketing research, Chicago, no. 4, November, 1972, p. 406. Lit. opg. Tabn.).

This research investigates the impact of shelf space upon unit sales for a large number of grocery products. A model relating the effects of changes in space (space elasticity) to physical properties, merchandising characteristics, and use characteristics of particular products is proposed and tested using stepwise multiple regression. It appears that the impact of shelf space on unit sales is very small relative to the effects of other variables. T 2282

658.86/.87 DISTRIBUTION CHANNELS

658.86/.87 339.8 658.8.011.1 658.286 65.01
BOECKER, F. Der Distributionsweg einer Unternehmung: eine Marketing-Entscheidung. Berlin, Duncker und Humblot, 1972. 210 p. A5. Bibliogr. Graf. Tabn. (Betriebswirtschaftliche Schriften, Heft 59) 12/72. Nijh. Fl. 62.30. I.S.B.N.-3-428-02721-3.

Distribution und Absatzpolitik. Der Distributionsweg als Wettbewerbs- und Kostenfaktor. Die Absatzwegentscheidung in traditioneller Sicht. Kritische Analyse von Ansätzen zur Auswahl von Absatzwegen. Ein entscheidungslogischer Ansatz zur Bestimmung des optimalen Distributionsweges. Die Wahl des Marktkanal-systems. Die Wahl des physischen Distributionssystems. Marktkanal und physische Distribution als Teile des Distributionsweges. T 2283

658.89 MARKET SEGMENTATION

658.89 659.113.252
FRANK, R.E., and C.E. Strain. A segmentation research design using consumer panel data. 6 p. A4 (Journal of marketing research, Chicago, no. 4, November, 1972, p. 385. Abfn. Lit. opg. Tabn.).

Marketing is witnessing a revolution in the design of segmentation research. This article reports a segmentation research design and its application. The design combines consumer panel purchase data with an attitudinal questionnaire tailored to the product under study. Both serve as input to a canonical correlation analysis for evaluating the relative importance of the independent variables as predictors of household purchasing behavior and delineating market segments. T 2284

658.91 LEASING

658.91 658.2 658.7
JOHNSON, R.W., and W.G. Lewellen. Analysis of the lease-or-buy decision. 9 p. A5 (Journal of finance, Worcester, no. 4, September, 1972, p. 815. Lit. opg. Tab.).

The authors examine the nature of the corporate decision to lease or buy fixed assets, and develop a model that will enable financial managers to choose effectively between those alternatives. The key issues are (1) whether the financing and invest-

ment decisions should be commingled in appraising lease possibilities, and (2) which discount rate is appropriate for obtaining the present values of the relevant cash flows. T 2285

659 PROPAGANDA, ADVERTISING, INFORMATION, ADVICE

659.113.252 CONSUMER BEHAVIOUR

See also: T 2284

659.113.252 311.17 330.115

MACLACHLAN, D.L. A model of intermediate market response. 7 p. A4 (Journal of marketing research, Chicago, no. 4, November, 1972, p. 378. Afhn. Grafn. Lit. opg. Tabn.).

Traditional market share models can be elaborated by combining nonstationary stochastic models of brand choice with econometric models. A variable Markov model is described which allows assessment of marketing decision variables' influence on the underlying composition of market share. The model uses an econometric procedure to merge information from marketing decision variables with a stochastic model of buying behavior (a heterogeneous, nonstationary brand choice model). The transition probability equation system can be used to predict short-run market shares during each time period. For comparison, a more conventional distributed-lag market share model is also discussed. T 2286

659.4 PUBLIC RELATIONS

659.4

PUBLIC Relations; von E. Tondeur, W. Bepulius, R. Blass, u.a. 32 p. A4 (Industrielle Organisation, Zurich, no. 11, November, 1972, p. 469. Afhn. Lit. opg.).

E. Tondeur. Abschied von einem Mythos; 9 Thesen wider die Informationsglaubigkeit unserer Zeit. W. Beulius. Kommunikation in der modernen Gesellschaft. R. Blass. Public Relations und zukunftsbewusste Unternehmensphilosophie. C. Daniker. Bedeutung, Aufgaben und Organisation moderner Public Relations. M.H. Haefely. Die organisatorische Einordnung der Public Relations in der Unternehmensorganisation. J.-P. Brunner. Vorgehen und Methoden der Öffentlichkeitsarbeit. E. Tondeur und J.P. Walchli. Public Relations und Werbung: ein unnötiger Grenzstreit. (Resumes en français; summaries in English). T 2287

669 METALLURGY, METALS

669.21 GOLD

(680) 669.21 622.342

GOLD, a special survey (South Africa), 47 p. A4 (Financial mail, Johannesburg, November 17, 1972, Suppl., p. 1. Geill. Grafn. Krt. Tabn.).

This South African survey is concerned with the gold market, bullion dealing, the nature of speculation in gold, gold fabrication, manufacturing jewellery and pure industrial usage, all the things that happen to S.A. gold after it leaves the Rand refinery for its ultimate destination overseas. Answers by members of a symposium on gold, S.A.'s gold industry: the Chamber of Mines, Rand refinery, Black labour, Mining advances, Tax intricacies, Who owns what, Gold shares assessed. T 2288

7 THE ARTS, ARCHITECTURE, ENTERTAINMENT, a.s.o.

711 REGIONAL PLANNING

See also: T 2186, T 2210, T 2225, T 2226

(44) 711.2 351

DISCHAMPS, J.C. Role et moyens d'action des pouvoirs publics, semi-publics et des institutions privées dans l'aménagement de territoire en France, 68 p. A5 (Revue d'économie politique, Paris, nos. 3-4, mai/juin-juillet/août, 1972, pp. 443-607. Lit. opg.).

La problématique de la politique d'aménagement du territoire en France. Croissance économique et déséquilibres régionaux. Aménagement du territoire et politique foncière. Les finalités de la politique d'aménagement du territoire. La mise en oeuvre de la politique française d'aménagement du territoire. Les aides financières. Les aides économiques. Les aides fiscales. Les aides en faveur de la main-d'oeuvre. Les mesures de rénovation de certaines zones à économie rurale dominante. Les mesures d'interdiction et de pénalisation. Les programmes d'action régionale. La régionalisation du budget d'équipement. L'association des intérêts publics et privés. Les nouveaux organes administratifs. T 2289

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Technological University Twente, Campus THT, Drienerlo, Enschede

Tilburg School of Economics, 225 Hogeschoollaan, Tilburg

University Faculties, St. Ignatius, 13 Prinsstraat, Antwerpen (Belgium) and in the

Library of Commerce and Economics, 444-446 Keizersgracht, Amsterdam

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